

# VISIT DENVER & Facebook

Brilliant Basics & Beyond



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An aerial photograph of the Denver skyline at sunset. The city's skyscrapers are illuminated by the golden light of the setting sun, with the Rocky Mountains visible in the background under a hazy, orange-tinted sky. The foreground shows a dense residential area with green trees and smaller buildings.

# Our goal: More visitors to Denver

- Engage existing fans & local audience as ambassadors
- Create new audiences & attract new travelers
- Increase awareness of events & traffic to



# The Facebook Approach:

## *Brilliant Basics*

- Placements across all of FB's family of apps
- Leverage mobile-friendly video
- Tap into Travel Intent





# The Facebook Approach:

## *Brilliant Basics*

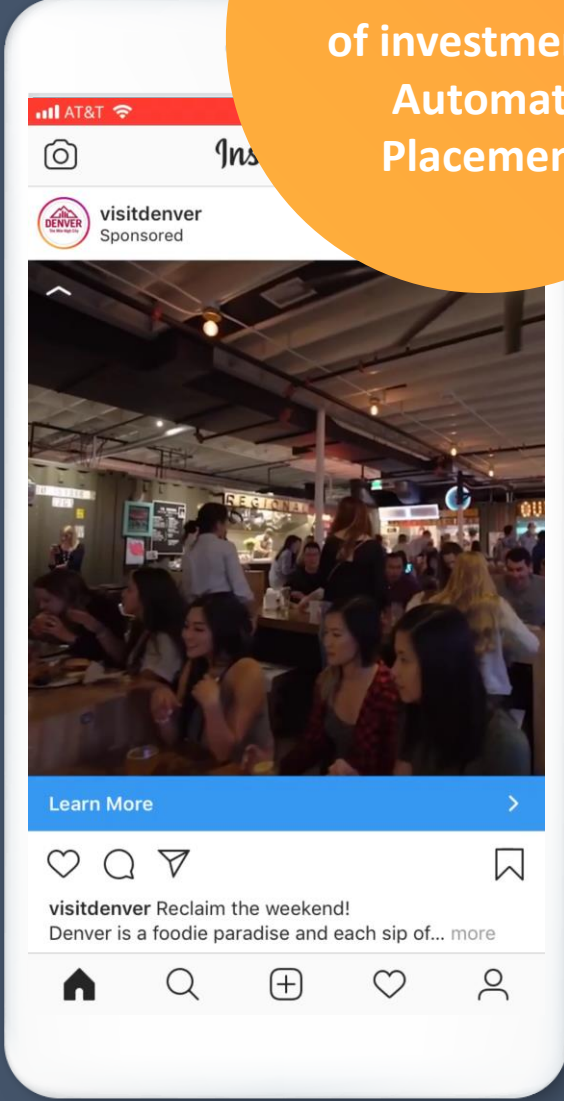
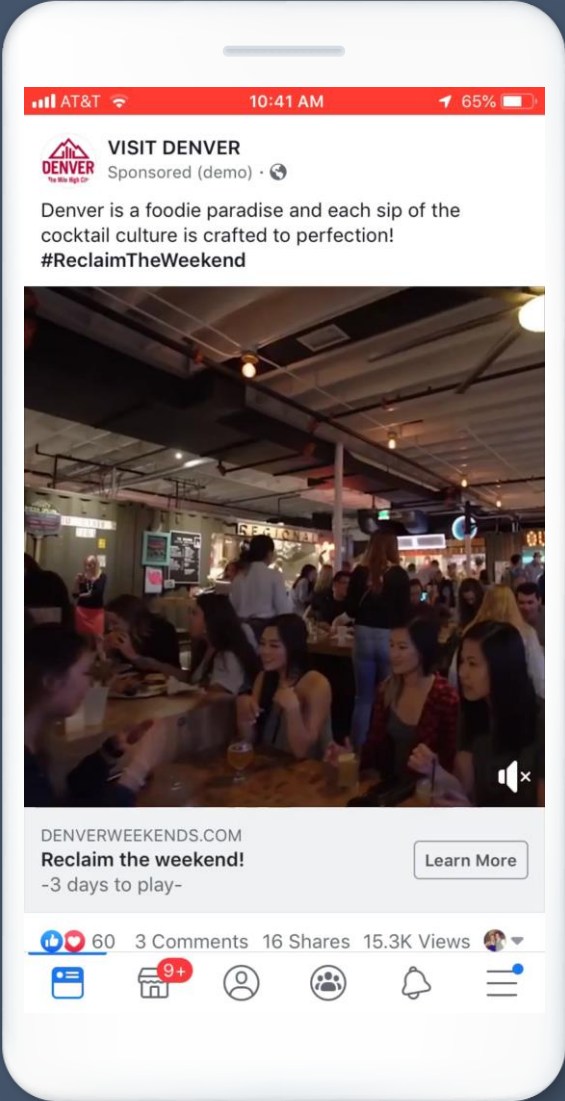
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# ONE CREATIVE, MANY PLACEMENTS

99%  
of investment on  
Automatic  
Placements





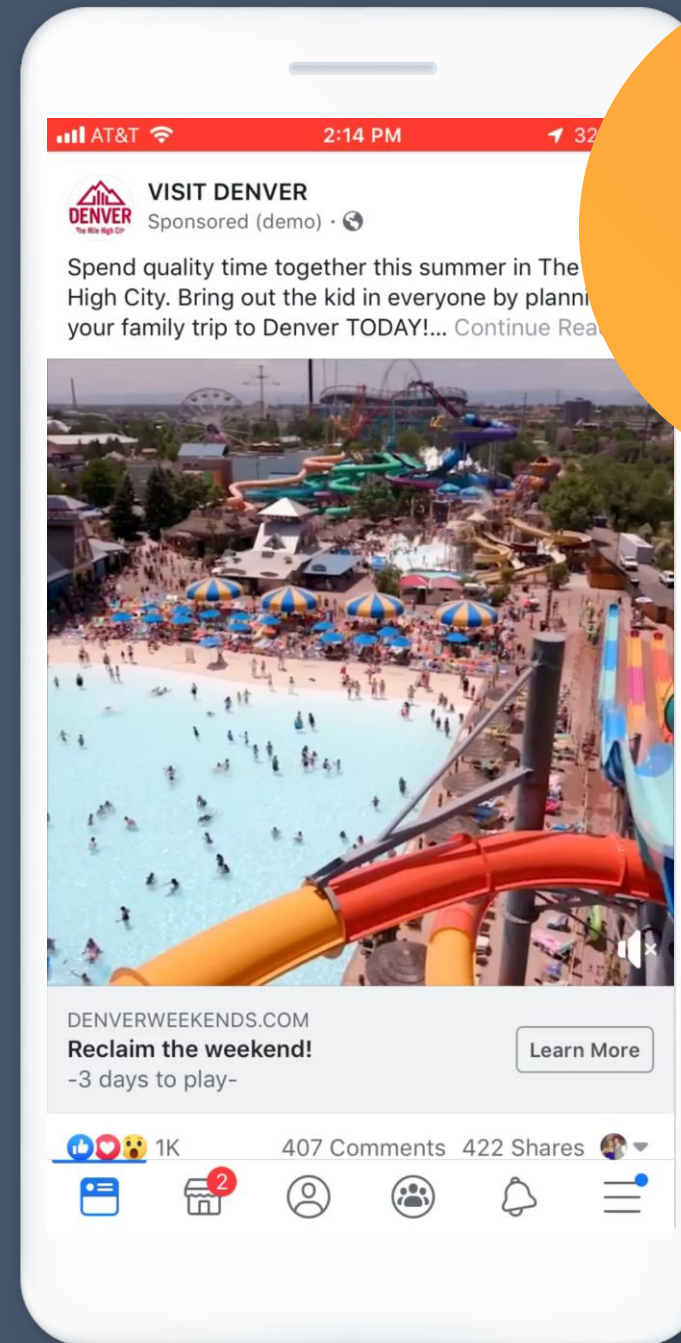
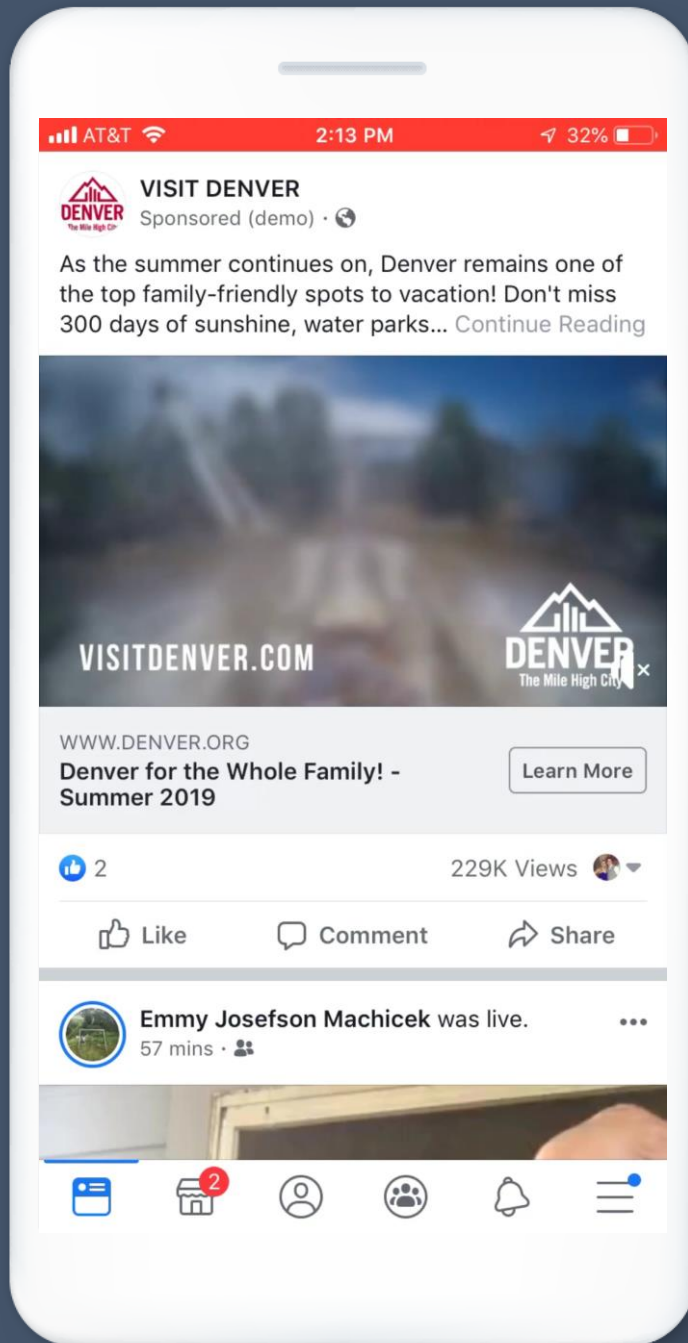
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80%  
of video ads are  
mobile friendly



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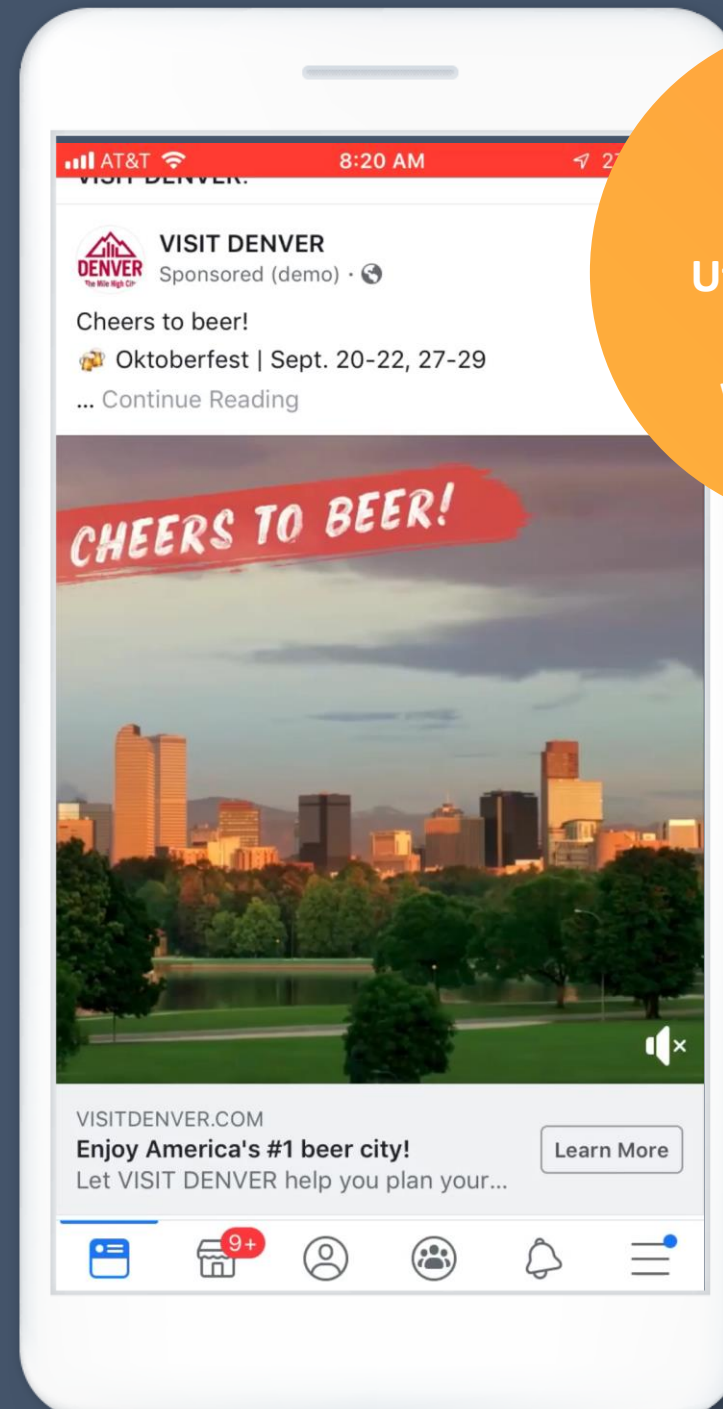
# Reach people who show intent to travel

## Audience

### Reach Potential Travelers ⓘ

Prioritize delivery to people who may be planning to travel

☒ On



# 100%

Utilization of trip  
consideration  
where eligible



# Key Considerations

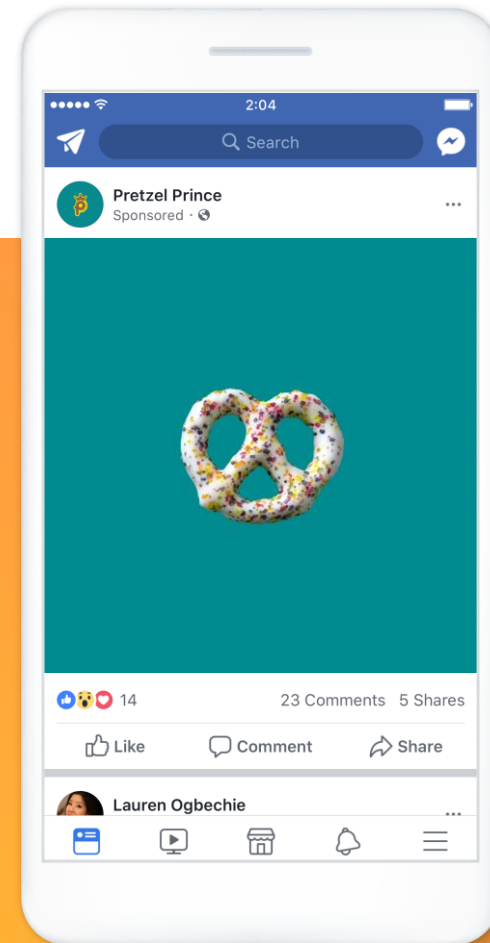
- Engage your creative team in mobile-first best practices
- Adapt a test & learn mindset when trying new targeting, placements etc.





# VIDEO CREATION KIT

makes it easy to create lightweight video assets quickly



# Top 10 creative apps

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## PHOTO ENHANCING



### Adobe Photoshop Express

Edit photos and apply borders, frames, and filters.



### Adobe Spark Post

Transform photos with design and animation templates.



### Piclab

Add text, borders, and overlays.



### Plotagraph\*

Turn any still photo into a video or GIF.



### Ripl

Layer animated templates on top of photos.

\* iPhone only. All others compatible with iOS and Android.

## VIDEO ENHANCING



### Videoshop

Combine photos and videos, experiment with stop-motion, resize and edit videos.



### Quik

Apply video templates, text overlays, and music.



### Instagram Stories

Add text, drawings, and stickers to videos.



### Boomerang

Create short looping videos.



### Legend

Add animated text to a photo or video.



# Key Considerations

- Engage your creative team in mobile-first best practices
- Adapt a test & learn mindset when trying new targeting, placements etc.





# THANK YOU!

